

**From:** [Ariana Gomez](#)  
**To:** [Kent Smith](#); [Rena Leddy](#)  
**Subject:** FW: Photos and Dimension  
**Date:** Thursday, July 30, 2015 8:35:02 AM

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Hello,

Carmen is ready to present the project proposal by the Russians. Would either of you be interested in being present for that?

Ariana

**From:** carmen zella [mailto:carmenzella@gmail.com]  
**Sent:** Wednesday, July 29, 2015 8:06 PM  
**To:** Ariana Gomez  
**Subject:** Re: Photos and Dimension

Hello Ariana!

I have been sent a great project proposal by Varyne that I'm really keen on presenting! Its a fantastic idea! Please let me know when you have time for me to go over!

This is going to be amazing!

On Fri, Jul 24, 2015 at 5:30 PM, carmen zella <[carmenzella@gmail.com](mailto:carmenzella@gmail.com)> wrote:

Thank you so much! This is really helpful for Varyne to shape their project! I will send to them asap.

:)

Have a great weekend!

On Fri, Jul 24, 2015 at 4:19 PM, Ariana Gomez <[ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org)> wrote:

Hi Carmen,

Attached is an image of the street where the Farmer's Market takes place. It should give the artists an idea of the environment in the area. The street is bordered by two huge flower markets which operate as one. There is a crosswalk in the middle of the street connecting both entrances.

I've also attached three photos of what the farmer's market itself looks like. You can view a video of the market in action [here](#).

The dimensions we have in mind are 10'X10'. These are the sizes of the booths you see in the photos. The piece would be set up in a booth space and it is possible there would

be vendors on either or both sides of it. If the artists feel like they would need more space please let us know and we can try to accommodate.

As you can see in the various photos and video, foot traffic varies weekend-to-weekend, but in general there is a good flow of pedestrian traffic that goes through here. The artwork would have to be appropriate for all ages and obviously would be outdoors.

As I've mentioned before, ideally we would like to be able to move the piece around the district and "show" it more than once, but it is not an absolute requirement. We do however require that it be interactive in some way.

The Wall Farmer's Market operates every Saturday in the Flower District which is part of the LA Fashion District, between 7<sup>th</sup> and 8<sup>th</sup> Streets on Wall St.

Best,  
Ariana

Ariana Gomez  
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